GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

I&I Dept., - AP Digital Corporation Limited - Continuation of 113 posts of Social Media functionaries, working on outsourcing basis, for a further period of One (1) year - Orders - Issued.

INFRASTRUCTURE & INVESTMENT(AIRPORTS) DEPARTMENT

G.O.Rt.No.54

Dated 13.09.2022.
Read the following: -

1. G.O.Rt No.2029, G.A.(I&PR)Dept., dt.13.09.2019.
2. G.O.Rt No.738, G.A.(I&PR)Dept., dt.28.04.2020.
3. G.O.Ms.No.19, I&I (Airports) Dept., dated 31.03.2020.
4. G.O.Rt.No.791, GA (I&PR) Dept., dated 05.05.2020.
5. G.O.Rt.No.62, I&I (Airports) Dept., dated 08.11.2021.
6. From the VC & MD, APDCL Letter No. Lr.No.002/SPL/APDCL/Post Sanction-1/2022, dated 19-04-2022.

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In the G.O 3rd read above, Government has established AP Digital Corporation to have the strategic and dedicated focus on leveraging Digital Media and establishing direct connecting to the people and to align the vision of the Government to drive AP Digital Mission with certain objectives.

2. In the letter 5th read above, the Vice Chairman & Managing Director (VC&MD), AP Digital Corporation Limited (APDCL) has informed that Government has sanctioned 113 posts including special officer, social media content developer, social media analyst for a period of eight months w.e.f. 01.08.2019 on outsourcing basis vide G.O 1st cited and also sanctioned 25 Digital Campaigners for a period of one year w.e.f. 18.02.2020 on outsourcing basis vide G.O 2nd cited.

3. In the G.O 4th read above, Government has issued orders shifting the Social and Digital Media wing from I&PR to APDCL along with individuals and professionals/functionaries like Chief Digital Directors, Digital Campaigners (25) and Social Media functionaries (113) working on outsourcing basis. Accordingly, all the above staff members were shifted to APDCL as it is and where it is condition as per Government Orders. The pay and allowances of the above staff members are being met from the funds available with APDCL as per the Government norms. There is a need to continue all above sanctioned posts i.e. 138 (113 plus 25 posts) to meet the demand of work load in APDCL. The remunerations of the above individuals are being met from out of the budget allotment to APDCL/ through APCOS as per the budget provisions.

4. The VC & MD, AP Digital Corporation has requested to accord permission for continuation of above 113 posts w.e.f. 01.04.2022 and also 25 posts of Digital Campaigners w.e.f. 18.02.2022 for a further period of One (1) year so as to take up IES activities through Social Digital Media platforms to promote Navaratnalu and other flagship programmes of the Government.

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5. Government after careful examination hereby approve the proposal for continuation of 113 posts of Social Media functionaries (sanctioned vide G.O 1st read above) w.e.f.01.04.2022 for a further period of One (1) year, subject to review of their performance, to take up IES activities through Social Digital Media platforms to promote Navaratnalu and other flagship programmes of the Government to reach the needy people.

6. The Vice Chairman and Managing Director (VC&MD), AP Digital Corporation Limited shall take necessary action accordingly.

7. This order issues with the concurrence of the Finance Dept., vide their U.O.No.FMUOASD(IIE)/7/2021 (Computer No.1403673), Dated 23.08.2022.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

R.KARIKAL VALAVEN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Vice Chairman & Managing Director, AP Digital Corporation Limited,
Vijayawada.

Copy to
The P.S to Addl.Secretary to Hon'ble C.M.
The OSD to the Hon'ble Minister for I&I.
The PS to Special Chief Secretary to Govt., I&I Department.
SC/SF (C.No.INI01-APFN/6/2021-Airports (Comp.No.1400628)

//FORWARDED BY ORDER//

C. Kalyani
SECTION OFFICER